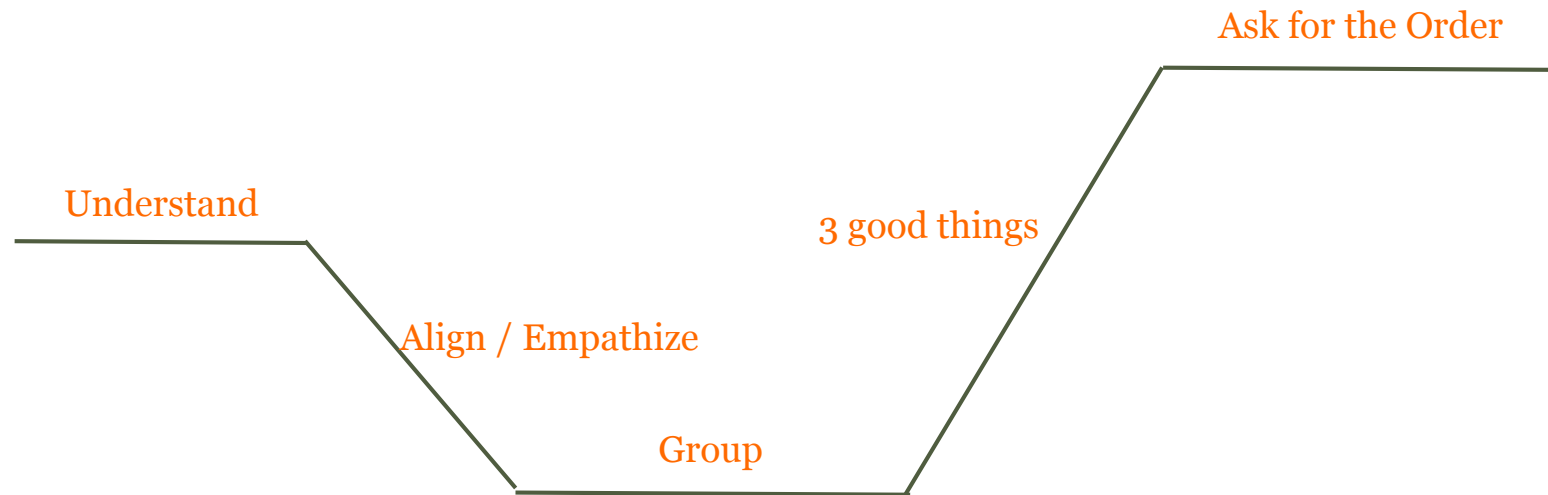


C. RHOADES SPECIAL



Restrictive News Feed... Explained by Facebook

With so many stories, there is a good chance people would miss something they wanted to see if we displayed a continuous, unranked stream of information. Our ranking isn't perfect, but in our tests, when we stop ranking and instead show posts in chronological order, the number of stories people read and the likes and comments they make decrease.

So how does News Feed know which of those 1,500 stories to show? By letting people decide who and what to connect with, and by listening to feedback. When a user likes something, that tells News Feed that they want to see more of it; when they hide something, that tells News Feed to display less of that content in the future. This allows us to prioritize an average of 300 stories out of these 1,500 stories to show each day.

The News Feed algorithm responds to signals from you, including, for example:

1. How often you interact with the friend, Page, or public figure (like an actor or journalist) who posted
2. The number of likes, shares and comments a post receives from the world at large and from your friends in particular
3. How much you have interacted with this type of post in the past
4. Whether or not you and other people across Facebook are hiding or reporting a given post